The Preferred Fleets Database Fact Sheet
(Customer Identification System)

Purpose

- Identify and recruit fleets that are inclined to value using alternative fuels in their vehicles
- Create a software tool for use by Clean Cities Coordinators to identify and recruit these fleets.

Contents of Databases

- These are specific to each city (i.e. Washington DC receives these only for the DC metro area).
- A list of between 100 and 200 entities (companies and government agencies) that have been selected as being likely to value using alternative fuels and have expressed an interest in receiving information on alternative fuels.
- A list of current Clean Cities stakeholders, as of Spring 1998.

Categories of Entities Included

- Agribusiness; Auto Rental; Bakeries; Beverage Companies; Cable TV; Courier; Fuel Providers; Grocery Stores; Local Government; Newspapers, Magazines, & Books; Other Passenger Transport; School Bus; Schools, Colleges, etc.; Taxicab Companies; Tradesmen; Transit & Bus; Trucking Companies; Utilities; Vehicle Manufacturing.

Capabilities of the Preferred Fleets Database

- Group entities into named mailing lists
- Generate and print form letters for these mailing lists (template text is included for creation of form letters)
- Generate and print mailing labels (standard Avery mailing labels) or envelopes for these mailing lists
- Users can add entities who express an interest in alternative fuels.
- Users can remove entities who do not wish to be included in the program.
- Users can request and import new lists of interested parties to further expand the database.

System Requirements for the Preferred Fleets Database

- A Windows-compatible personal computer
- Windows 95
- The database application was created with Microsoft Access 97. If a Clean Cities Coordinator does not have Access 97, a special stand-alone application will be provided to the coordinator. Coordinators will be contacted to determine their software needs.

Delivery of the Preferred Fleets Database

- Work will be ongoing throughout the summer of 1998 to build these databases. It is estimated that all of the Clean Cities will be completed by early fall 1998.
- Completed Preferred Fleets Databases will be provided as they are finished to Coordinators with a detailed instruction manual.
- Contact Michael Laughlin of QSS Group, Inc. for more information. He can be reached at (301) 429-2595, or by e-mail at michael.laughlin@qssgroupinc.com